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Broadcasting Sep 17

Incorporating Broadcasting / Cable — 59th Year 1990

TELEVISION / 36
Fox joins club on Saturday morning; Premiere week(s) continue

CABLE / 43
SportsChannel America adopts new game plan; Bornstein to head ESPN

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Capcities proposes fin-syn alternative; Judges OK TV test

BUSINESS / 56
Orion: Dimming star has plans for regaining lustre

GROUP W PRODUCTIONS
A WESTINGHOUSE BROADCASTING COMPANY

On Scene: Emergency Response in association with 4MN Productions. Home Again with Bob Vila produced by B.V.T.V. Missing/Reward in association with Four Point Entertainment and Dave Bell Associates. Teenage Mutant Ninja Turtles ™/Characters © 1985 Mirage Studios/Program © 1990 Murakami Wolf Swenson, Inc.
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Vol. 119 No. 12

Radio '90

THIS WEEK

19 / RADIO 1990

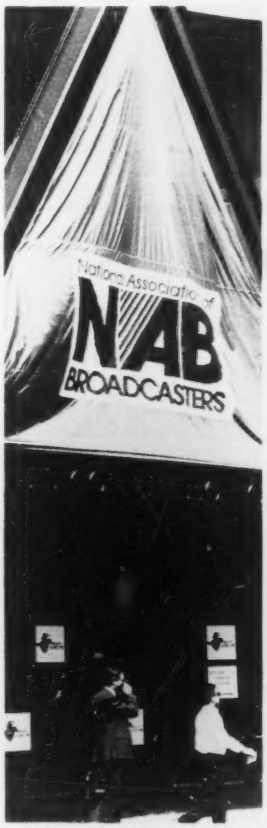
Boston proves an appropriate venue for the annual NAB radio conference, with attendees ready to protest what they see as an unfair—and potentially crippling—tax in the form of a spectrum fee being contemplated in Washington (see below). Another major concern is how the introduction of digital audio broadcasting (DAB), specifically a satellite-delivered version, will affect them. FCC Chairman Alfred Sikes says that while the FCC will move forward with studies of new DAB service, it will not be at the expense of existing AM and FM stations. The chairman also reaffirms his commitment to improving those bands. The FCC's Bob Petitt brings broadcasters up to speed on commission's new political advertising guidelines.

23 / SPECTRUM FEE SPECTRE

Although concern remains that spectrum fees could emerge from the ongoing budget summit in Washington, leadership in both the Senate and House Commerce Committees oppose the spectrum fee/tax The word out of Washington last week was that conferees were concentrating on other means of reducing the massive deficit.

24 / CABLE REREG PASSES HOUSE

By unanimous voice vote, the House of representatives



NAB in Boston: Where the radio action is (page 19).

last week passed a cable reregulation bill. The measure would, among other things, set caps on basic rates, prevent operators from "unreasonably" refusing to negotiate distribution deals with third parties such as wireless cable and SMATV operators and would provide for must-carry of local stations. Not surprisingly, reaction to the bill was mixed. One key response came from the Office of Management and Budget, which said that if the bill remains in its present form, it would recommend that the President veto it.

26 / TCI PLANS 24-HOUR NEWS CHANNEL

If all goes as planned, Telecommunications Inc.'s cable systems in suburban Chicago will join with Fox affiliate WFLD-TV there to create a 24-hour regional news channel, Chicago Cable News, a first for such a broadcaster/cable operator news venture. According to TCI and Fox executives, who gave details of the project in exclusive interviews with BROADCASTING, an agreement is expected this week or next on the project. TCI is contemplating similar joint ventures with broadcast outlets in Washington, San Francisco, Pittsburgh, Salt Lake City and Dallas.

28 / MARKETING THE MIX

In the search for a happy medium between top 40 and easy listening, some stations have hit upon a marriage of old and new. The result has come to be known, not surprisingly, as The Mix.

32 / DOUBLE COVERAGE

WHBB(FM) Hampton Bays, N.Y., has agreed to simulcast programing of WNEW-FM New York, which sees synergy between two audiences, given that the Hamptons area is a resort community popular with city residents.

36 / WEEKEND WARRIORS

Fox has joined the battle for Saturday morning viewers as it debuts its first-ever lineup. Shows based on pre-sold concepts—"Little Rosie" from ABC, for example—are particularly popular entrants in children's programing sweepstakes.

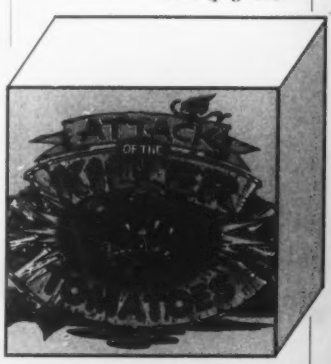
37 / COMPARING NOTES

The four network entertainment presidents meet on the neutral turf of a Hollywood Radio and Television Society luncheon to talk about the high cost of programing and pick the cream of each other's crop.

38 / THE ENDLESS PREMIERE

The networks continue to mix roll-outs of new shows with reruns of some old—and new—ones as the staggered start for the fall season continues. In one of the first big matchups, NBC's 'Fresh Prince' beats CBS's "Uncle Buck" in their respective regular season Monday night slots.

Fox joins Saturday club (page 36).



40 / ED WILSON HEADS COLUMBIA SYNDICATION

In a restructuring of sales responsibilities, Columbia's four sales offices will report to Wilson in the newly created position of senior vice president, syndication. Columbia Pictures Television's syndication president, Barry Thurston, says the hiring of Wilson, who has experience selling first-run product for Paramount, does not signal a shift by Columbia from its traditional emphasis on off-network.

41 / GROUP W LOOKS FOR NEXT 'PM'

Group W is hoping to find local-oriented program for the 90's equivalent to its long-running, just canceled "PM Magazine."

43 / CHANGE IN GAME PLAN

SportsChannel America cable sports service is taking steps, including theme night programing, to expand its image beyond that of a regional sports service

46 / BORNSTEIN TAPPED

ESPN's executive vice president, programing and production, has been named to succeed Roger Werner as president and CEO of the cable programer.

53 / SHIFTING THE DEBT LOAD

A suburban Washington cable company has approached lenders for help in restructuring its $200 million in debt; raising the spectre of what may be the first default in publicly traded MSO debt in the medium's history.

55 / MONEY MATTERS

At a Washington seminar on the state of the wireless cable industry, executives

Sen. Danforth on possibilities of new cable bill (page 25).

talk about the difficulty of getting lenders to fund competition to existing media when those media are also clients with debt to pay off.

56 / ORION LOOKS FOR ANSWERS

Faced with declining earnings, disappointing box office showings and a stock price that has dropped over 50% in five months, Orion Pictures is hitching its wagon to new programing ventures both here and abroad.

63 / HELPING HAND

Radio consultant Rick Sklar is teaming with British radio consultant David Bowen to form a company to help program and market a new group of stations being authorized in the UK.

66 / NARROWING FIELD

Although Faroudja has withdrawn its enhanced definition television system from the FCC's testing process, it still hopes to have its system up and running in the next two years. A new schedule for testing—Faroudja was to have been the first considered—is expected soon.

69 / TAKING ISSUE

Capcities/ABC criticizes the National Telecommunications and Information Administration fin-syn proposal, particularly its restriction on the networks' acquisition of financial interest in network programs from unaffiliated producers. There is also word that that Deputy Attorney General William Barr has asked that Justice's position in favor of fin-syn repeal be reviewed.

70 / COURT OK'S TV TEST

The Judicial Conference of the U.S. has agreed to a three-year test of cameras in select federal courts. Although the test will be confined to civil matters in both trial and appellate courts, the move is heralded by Fifth Estaters as an important step toward coverage of all federal courts and cases.

72 / SATELLITE SALE

The FCC has approved the sale of two struggling Fox affiliates in the Lynchburg-Roanoke, Va., area and the operation of one of the stations as a satellite of the other.

73 / BOTH SIDES NOW

NBC affiliate KCNC-TV Denver has taken the novel step of buying a block of time on a competing independent UHF in the market. It will produce and air three hours of election coverage on the independent rather than preempt its prime time lineup to cover the elections.

73 / PACIFIC PACT

CBS and Tokyo Broadcasting have agreed to share their resources for a number of projects, the first of which will be an international newsgathering system. They are also exploring the possibility of teaming for sports or entertainment programing.

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RATINGS ROUNDUP

NBC won the week of September 9 with a 10.7 prime time rating and a 19 share. ABC was second with a 9.4/17 and ABC was third with a 9.2/17.

NBC's *Real Life with Jane Pauley* had another respectable showing, Tuesday, Sept. 4, finishing second with a 10.7/19, ahead of a *thirtysomething* repeat on ABC but behind the CBS Tuesday Night Movie, *Shattered Innocence*.

CBS's summer show *Top Cops*, which has been renewed for midseason use, finished second Wednesday Sept. 5 at 10 p.m., ahead of a *Koppel Report* documentary airing on ABC but behind an original *Hunter* on NBC.

On Thursday, Sept. 6, Fox's new lineup finished last in competition, with the exception of *The Simpsons*, which, in its new time period at 8 p.m., finished third with an 8.5/15.

Week 50 **Sept. 3–Sept. 9**

1st column tells rank, 2nd column tells position compared to last week: ▼-Down in rank from last week, ▲-Up in rank from last week, ■-Premiere broadcast. 3rd column tells rating, 4th column tells network, 5th column tells show.

1		17.8/36	N	Miss America Pageant
2	▲	15.9/30	N	Golden Girls
3	▼	15.4/26	N	Cheers
4		15.0/28	N	Fanelli Boys Prev.
5	▲	14.8/25	A	Amer. Funniest Videos
6	▲	14.7/28	C	60 Minutes
7	▼	14.2/24	C	Designing Women
7	▲	14.2/23	A	Roseanne
9	▲	13.8/23	N	A Different World
10	▲	13.7/24	N	Cosby
10	▲	13.7/24	N	Unsolved Mysteries
12	▲	13.1/26	A	Full House
12	▼	13.1/22	C	Murphy Brown
14		12.7/21	C	Movie: Jesse
14	▲	12.7/21	C	Murder, She Wrote
16	▲	12.4/21	A	Coach
16	▼	12.4/22	N	Matlock
16		12.4/21	N	Wings
16		12.4/25	N	Working It Out Prev.
20		12.1/21	A	Family Matters Spec.
20	▼	12.1/22	A	Who's the Boss?
22	▼	12.0/20	A	Doogie Howser, M.D.
22		12.0/25	N	Golden Girls Spec.
25	▲	11.7/20	C	Movie:Innocence
26	▼	11.6/20	A	Growing Pains
27	▼	11.3/20	N	Movie: Spies Like Us
28	▲	11.2/18	F	Married...With Children
28		11.2/21	N	Parenthood Prev.
30	▼	11.1/18	N	Heat of the Night
31		10.9/21	A	Sat. Morning Prev.
32		10.6/20	N	Real Life w J. Pauley
32	▼	10.6/20	A	Wonder Years
34	▼	10.5/20	C	Face to Face w C. Chung
35	▲	10.4/18	A	Movie:Shop of Horrors
36	▲	10.3/17	A	Anything But Love
36	▼	10.3/18	N	Hunter
36	▲	10.3/19	A	Primetime Live
39	▲	10.2/17	F	In Living Color
40		10.1/18	N	Greatest Prac. Jokes
41		9.9/19	C	Top Cops
42		9.5/15	F	Cops-Sun.
42		9.5/17	A	Macgyver
44	▼	9.4/18	C	Major Dad
45	▼	9.3/16	C	Jake and The Fatman
46		9.2/18	C	Movie: Night Walk
46	▼	9.2/17	A	Perfect Strangers
48	▼	9.0/16	C	Doctor, Doctor
49		8.8/17	N	Night Court-1Hr.
50	▲	8.7/15	A	Father Dowling
50	▲	8.7/16	N	Movie:Fight/Jenny
52		8.6/16	C	Armed and Dangerous
53		8.5/16	A	Koppel Report
55	▼	8.1/14	A	Young Riders
56		7.9/14	C	Rescue: 911
57	▼	7.7/14	A	New Attitude
58	■	7.6/14	F	Parker Lewis
59		7.5/13	A	Movie:Betty Ford Story
60		7.4/13	C	48 Hours
61		7.2/14	A	Amer. Funniest Videos
61	▲	7.2/13	A	thirtysomething
63	■	6.9/14	F	Amer. Most Wanted
64	■	6.8/13	F	True Colors
65		6.8/13	F	Parker Lewis Prev. 2
66	▲	6.4/13	A	Super Jeopardy!
67	▲	6.3/12	F	Cops
69		6.0/10	N	Disney: Polly
69		6.0/12	C	Rescue: 911 Spec.
71	▲	5.9/12	N	Quantum Leap
72		5.8/11	A	Life Goes On
72	▼	5.8/11	A	Twin Peaks
74		5.6/10	C	Garfield
75	■	5.5/10	F	DEA
76		5.2/9	F	DEA-Sun.
77		5.1/9	C	News Spec.:Ed. Crisis
78		4.9/9	C	B. Bunny-Amer. Hero
79	▲	4.8/10	F	Totally Hidden Video
80		4.6/9	F	Haywire
81	▲	4.5/8	F	Glory Days
82		4.4/9	C	Phil Collins
83		4.3/8	C	Newhart Spec.
84		3.9/7	F	21 Jump Street
85	▲	3.7/6	F	Alien Nation
86		3.3/6	F	Amer. Chronicles

FREEZE FRAMES: Syndication Scorecard *

Week ended Sept. 2

Rank	Program (Syndicator)	Rtg	Stns	Cvg
1	Wheel of Fortune, syn. (King World)	11.9	232	97
2	Jeopardy! (King World)	10.7	220	99
3	Oprah Winfrey (King World)	8.4	217	99
4	Cosby Show (Viacom)	7.8	223	97
4	Star Trek: Next Generation (Paramount)	7.8	223	97
6	Current Affair (20th Century Fox TV)	7.7	194	97
7	Entertainment Tonight (Paramount)	7.0	179	96
8	Wheel of Fortune, wknd. (King World)	6.8	207	91
9	Donahue (Multimedia)	5.7	230	99
10	Mary Hart Special (Paramount)	5.1	168	93
11	Geraldo (Tribune)	5.0	188	98
12	Inside Edition (King World)	4.9	125	84
13	Case Of The Sinister Spirit (Viacom)	4.8	114	82
13	Chip 'N' Dale (Buena Vista)	4.8	180	96
15	People's Court (Warner Bros Domestic TV)	4.7	182	89

* Nielsen weekly pocketpiece

Source: Nielsen and Broadcasting's own research.

CHANGING HANDS

This week's tabulation of station and system sales ($250,000 and above)

KTIM-AM-FM Wickenburg, Ariz. □ Sold by Kenyon Communications Inc. to Interstate Broadcasting Systems of Arizona Inc. for $1 million. Price includes $120,000 deposit, $680,000 cash at closing and $200,000 note payable in five years. Stations went on air in January 1968 and December 1983 respectively. **Seller** is headed by Willard and Suzy Lochridge and has no other broadcast interests. **Buyer** is headed by Paul J. and Joyce K. Toberty, who have interest in KRDS(AM) Tolleron, Ariz., and KYMS-FM Santa Ana, Calif. KTIM simulcasts FM program on 1250 khz with 1 kw day and 202 w night. KTIM-FM has C&W format on 105.5 mhz with 3 kw and antenna 100 feet above average terrain.

WCVG(AM) Covington, Ky. □ Sold by Richard L. Plessinger Sr. to Miken Broadcasting Co. for $750,000. Total is due in cash at closing. Station was acquired in 1987. **Seller** has interest in WJOI(AM) Milford and WAXZ-FM Georgetown, both Ohio, and WOYS(FM) Apalachiola, Fla. **Buyer** is headed by Kenneth R. Hall, Michael S. Freeman and William F. Maltbie III and has no other broadcast interests. KCVG has rock-oriented CHR format on 1320 khz with 500 w day and 69 w night.

WBLA(AM)-WGQR(FM) Elizabethtown, N.C. □ Sold by WCTN Inc. to Sound Business Inc. for $550,000. Price includes $20,000 deposit, $90,000 cash at closing and $440,000 promissory note payable in 10 years at 10%. Stations were acquired in June 1989 for $223,000. **Seller** is headed by Gerald Waters and has interest in WBZB(AM) Selma, N.C. **Buyer** is headed by Lee W. Hauser and Arthur S. Deberry, and has no other broadcast interests. WBLA is daytimer with oldies format on 1440 khz with 5 kw day. WGQR(FM) is on 105.7 mhz; 3 kw and antenna 387 feet above average terrain.

WQTR(FM) Lake City, S.C. □ Sold by Florence County Broadcasting Co. to Wiggins Broadcasting Co. for $500,000. Station was acquired in Jan. 1989. **Seller** is subsidiary of Suburban Radio Group and is headed by William R. Rollins and Robert Hilker and has interest in WABZ-FM Albemarle, N.C.; WJOT(AM) Lake City, S.C.; WVVV(FM) Blacksburg and WJJJ(AM) Christianburg, both Virginia, and recently sold WSTX-AM-FM Christiansted, St. Croix, V.I., to Family Broadcasting Inc. for $525,000 ("Changing Hands," May 28). **Buyer** is headed by John Wiggins and has interest in WULF(AM)-WKXH-FM Alma, Ga. WQTR(FM) has country format on 100.1 mhz with 1.3 kw and antenna 482 feet above average terrain. *Broker: The Connelly Co.*

WDKC(AM) Fort Pierce, Fla. □ Sold by Treasure Coast 1330 Corp. to Indian River Wireless Inc. for $425,000. Station was acquired in March 1989 for $824,000 ("Changing Hands," March 5). Price includes $10,000 deposit, $15,000 cash at closing and $400,000 promissory note payable in 30 years at 11%. **Seller** is headed by Edward G. Enns, Bruce R. Abernethy, Michael J. Brown, Richard K. Davis, Maltby F. Watkins, Frank H. Fee III and Richard B. Hellstrom, and has no other broadcast interests. **Buyer** is headed by Dennis R. Linsin and Jeffrey C. Hennig, and has no other broadcast interests. WDKC has country format on 1330 khz with 5 kw day and 1 kw night.

KNRY(AM) Monterey, Calif. □ Sold by Southern California Broadcasting Co. to Kerry L. McArthur for $400,000. Price includes $50,000 deposit with balance due in cash at closing. Station was acquired in May 1982. **Seller** is headed by Fred S. and Ronald W. Beaton, and has interest in KIEV(AM) Glendale, Calif. **Buyer** is California-based air personality who most recently worked at KBBY(FM) Ventura, Calif. KNRY is fulltimer with talk, sports and news format on 1240 khz with 1 kw.

WMPS(AM) Millington, Tenn. □ Sold by Good News Broadcasting Co. to David Grayson Life Changing Ministries for $295,000. Total is promissory note payable in 10 years at 10%. Station was acquired in Oct. 1989 for $100,000. **Seller** is headed by John David Acker and has no other broadcast interests. **Buyer** is headed by David and Delores Grayson, Debra Weston, Nicole Cumberbatch and David W. Grayson Jr. and has no other broadcast interests. WMPS has talk format on 1380 khz with 2.5 kw day and 1 kw night.

WFXP(AM) Gulf Breeze, Fla. (Pensacola) □ Sold by Mainstreet Broadcast Group to Media One Communications Inc. for $284,000. Station was acquired in June 1986 for $325,000. Seller is headed by Sam Showah and has no other broadcast interests. Buyer is headed by Robert Hill and has no other broadcast interests. WFXP(AM) has Pure Gold format on 980 khz with 2.5 kw day and 1 kw night. *Broker: The Connelly Co.*

PROPOSED STATION TRADES

By volume and number of sales

Last Week:

AM's □ **$2,154,000** □ **5**

FM's □ **$610,000** □ **3**

AM-FM's □ **$1,550,000** □ **2**

TV's □ **$000,000** □ **0**

Total □ **$4,214,000** □ **10**

Year to Date:

AM's □ **$82,486,077** □ **194**

FM's □ **$391,490,062** □ **186**

AM-FM's □ **$334,922,198** □ **171**

TV's □ **$765,191,900** □ **77**

Total □ **$1,566,190,237** □ **640**

For 1989 total see Feb. 5, 1990 BROADCASTING.

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FOR THE RECORD

As compiled by BROADCASTING from Sep 4 through Sep 10 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications; ALJ—Administrative Law Judge; alt—alternate; ann—announced; ant—antenna; aur—aural; aux—auxiliary; ch—channel; CH—critical hours; chg—change; CP—construction permit; D—day; DA—directional antenna; Doc—Docket; ERP—effective radiated power; Freq—frequency; HAAT—height above average terrain; H&V—horizontal and vertical; khz—kilohertz; kw—kilowatts; lic—license; m—meters; mhz—megahertz; mi—miles; MP—modification permit; mod—modification; N—night; pet for recon—petition for reconsideration; PSA—presunrise service authority; pwr—power; RC—remote control; S-A—Scientific-Atlanta; SH—specified hours; SL—studio location; TL—transmitter location; trans—transmitter; TPO—transmitter power output; U or unl—unlimited hours; vis—visual; w—watts; *—noncommercial. Six groups of numbers at end of facilities changes items refer to map coordinates. One meter equals 3.28 feet.

OWNERSHIP CHANGES

Applications

■ **KTIM-AM-FM** Wickenburg, AZ** (AM: BAL900827ED; 1250 khz; 1 kw-D, 202 w-N; FM: BALH900827EE; 105.5 mhz; 3 kw; ant 100 ft.)—Seeks assignment of license from Kenyon Communications Inc. to Interstate Broadcasting Systems of Arizona Inc. for $1 million. Seller is headed by Willard and Suzy Lochridge and has no other broadcast interests. Buyer is headed by Paul J. and Joyce K. Toberty, who have interest in KRDS(AM) Tolleson, AZ, and KYMS-FM Santa Ana, CA. Filed Aug. 27.

■ **KNRY(AM) Monterey, CA** (BAL900822EE; 1240 khz; 1 kw-U)—Seeks assignment of license from Southern California Broadcasting Co. to Kerry L. McArthur for $400,000. Seller is headed by Fred S. and Ronald W. Beaton, and has interest in KIEV(AM) Glendale, CA. Buyer has no other broadcast interests. Filed Aug. 22.

■ **WDKC(AM) Fort Pierce, FL** (BAL900824EA; 1330 khz; 5 kw-D, 1 kw-N)—Seeks assignment of license from Treasure Coast 1330 Corp. to Indian River Wireless Inc. for $425,000. Seller is headed by Edward G. Enns, Bruce R. Abernethy, Michael J. Brown, Richard K. Davis, Maltby F. Watkins, Frank H. Fee III and Richard B. Hellstrom, and has no other broadcast interests. Buyer is headed by Dennis R. Linsin and Jeffrey C. Hennig, and has no other broadcast interests. Filed Aug. 24.

■ **WCVG(AM) Covington, KY** (BAL900823EB; 1320 khz; 500 w-D, 69 w-N)—Seeks assignment of license from Richard L. Plessinger Sr. to Miken Broadcasting Co. for $750,000. Seller has no other broadcast interests. Buyer is headed by Kenneth R. Hall, Micheal S. Freeman and William F. Maltbie III, and has no other broadcast interests. Filed Aug. 23.

■ **KOH(AM)-KSXY(FM) Reno, NV** (AM: BAL900824EE; 630 khz; 5 kw-D, 1 kw-N; FM: BALH900824EF; 101.7 mhz; 1.3 kw; ant. 426 ft.)—Seeks assignment of license from Modern Broadcasting Corp. to Lobster Communications Corp. for $2 million ("Changing Hands," Sept. 10). Seller is headed by Sidney and Vera Stern, husband and wife, and has no other broadcast interests. Buyer is headed by W. Richard Green, Donna M. Crosson, William E. Boeing Jr. and Douglas D. Kahle, and has no other broadcast interests. Filed Aug. 24.

■ **WBLA(AM)-WGQR(FM) Elizabethtown, NC** (AM: BAL900827EA; 1440 khz; 5 kw-D; FM: BAPH900827EB; 105.7 mhz; 3 kw; ant. 387 ft.)—Seeks assignment of license from WCTN Inc. to Sound Business Inc. for $550,000. Seller is headed by Gerald Waters and has interest in WBZB(AM) Selma, NC. Buyer is headed by Lee W. Hauser, Arthur S. Deberry, M. Elaine Dibner, Nancy L. Hauser and Martha D. Deberry, and has no other broadcast interests. Filed Aug. 27.

■ **WMPS(AM) Millington, TN** (BAL900824ED; 1380 khz; 2.5 kw-D, 1 kw-N)—Seeks assignment of license from Good News Broadcasting Co. to David Grayson Life Changing Ministries for $295,000. Seller is headed by John David Acker and has no other broadcast interests. Buyer is headed by David and Delores Grayson, Debra Weston, Nicole Cumberbatch and David W. Grayson Jr., and has no other broadcast interests. Filed Aug. 24.

■ **WLOW(FM) Bluffton, SC** (BTCH900822GK; 106.9 mhz; 50 kw; ant. 492 ft.)—Seeks assignment of license from DHA Broadcasting Inc. to W. Lee Simmons for $100,000. Seller is headed by Dorothy Aranda and W. Lee Simmons and has no other broadcast interests. Buyer has no other broadcast interests.

SUMMARY OF BROADCASTING & CABLE

BROADCASTING

SERVICE	ON AIR	CPs [1]	TOTAL *
Commercial AM	4,979	247	5,226
Commercial FM	4,308	867	5,175
Educational FM	1,430	282	1,712
Total Radio	10,717	1,396	12,118
Commercial VHF TV	550	19	569
Commercial UHF TV	552	185	737
Educational VHF TV	124	4	128
Educational UHF TV	226	20	246
■ Total TV	1,452	233	1,680
VHF LPTV	300	205	505
UHF LPTV	457	1,508	1,965
■ Total LPTV	757	1,713	2,470
FM translators	1,849	290	2,139
VHF translators	2,732	116	2,848
UHF translators	2,223	401	2,624

CABLE

Total subscribers	53,900,000
Homes passed	71,300,000
Total systems	10,823
Household penetration†	58.6%
Pay cable penetration	29.2%

* Includes off-air licenses. † Penetration percentages are of TV household universe of 92.1 million. [1] Construction permit. [2] Instructional TV fixed service. [3] Studio-transmitter link. Source: Nielsen and Broadcasting's own research.